

HOW IT WORKS

The Tribune Guarantee Shown in Two Typical Cases—One Where the Advertiser Was First Contemptuous, then Interested, and Finally Reasonable—Another Where a Manufacturer Was Condemned Without a Hearing and Subsequently Thanked.

By SAMUEL HOPKINS ADAMS.

A recent article in this department dealt with the difficulty of making the public comprehend what a guarantee, and particularly The Tribune guarantee, is and how it works. That the general public should be slow to understand and appreciate this new standard of advertising is not altogether surprising. But that a concern advertising in The Tribune, and enjoying the prestige of its guarantee, should be ignorant of the nature of the pledge to the public, is both astonishing and disappointing. However, the firm in question, the New York Kennels, has recently been instructed upon this point by a concrete example, and the education has cost it nothing, thus far.



"WHAT KIND OF AN ANGORA IS THIS?"

Dogs and cats are the New York Kennels' stock in trade. It formerly advertised them in The Tribune. Last spring Mrs. C. S. Harwood, of Manchester, Vt., sent to them for an Angora kitten, ten weeks old, for which she paid \$5. When it arrived it weighed a pound and a quarter, inclusive of fleas; it was suffering from a skin disease, and it had neither the appearance nor the hair of an Angora. To her prompt protest the Kennels replied that the kitten was an Angora, but that Angoras do not start to get a coat until they are seven months old. (Possibly New York Kennels Angoras do not; but experts state that a normal Angora has long hair at six months or earlier and shows signs of future growth while still a young kitten. Two experts to whom a photograph of Mrs. Harwood's animal was shown state positively that it is not an Angora.) Mrs. Harwood was not reassured by the response to her complaint, and again wrote, stating that unless a satisfactory adjustment was made, she would complain to The Tribune, where the Kennels advertising appeared. Thereupon she received a letter suggesting that for the return of her cat and two dollars and a half more a full grown cat with long hair would be sent her. In certain lines of trade this ingenious procedure is known as "whipsawing the easy ones." As to the intimation regarding The Tribune, the response in the letter was direct and contemptuous.

"We do not bother about any paper they do not keep us they only want our money that keeps them in business."

The letter purports to be by Reuben Clarke, proprietor of the New York Kennels. The punctuation, I infer, is by the cat.

Not being of the "come-on" class, and having a clear comprehension, as Mr. Clarke unfortunately had not, of The Tribune's responsibility for the good faith of its advertisers and The Tribune's guarantee of satisfaction to purchasers, Mrs. Harwood referred the matter to the Bureau of Investigations. In accordance with the regular mechanism of the Bureau, the complaint went forward to the New York Kennels, together with the Bureau's comment that the photograph of the cat does not resemble an Angora. To which Proprietor Clarke replied, via typewriter:

"Dear Sirs the lady in question asked for an \$5.00 Angora cat which she got & which was sent away clean & in good shape & if you feel disposed to cancel our advt you are quite at liberty to do so."

No suggestion had been made as to cancelling Mr. Clarke's advertising, but that gentleman, though still slumberous, was beginning to open one uneasy eye. When, a week later, he received notice that The Tribune had refunded the \$5 to Mrs. Harwood, and that further advertising from him would not be accepted, he came awake with a bang. It is even possible that he looked up The Tribune and found, not far from his own advertisement, this statement, which is printed daily and conspicuously:

You can purchase merchandise advertised in THE TRIBUNE with absolute safety—for if dissatisfaction results in any case THE TRIBUNE guarantees to pay your money back upon request. No red tape, no quibbling. We make good promptly if the advertiser does not.

In any case his next letter, received by return mail, was in marked contrast to the spirit of the former communication in which he had set forth the Clarke theory of advertising:

"We do not bother about any paper they do not keep us they only want our money," etc.

Apparently it was now borne in upon Mr. Clarke that The Tribune was less concerned about getting his money for itself than in getting a fair deal for its readers, and in that spirit he wrote:

"Your enclosed letter to hand this morning we had no idea that you have to make good to your clients we will gladly have the cat returned C. O. D. for \$5.00 but would not consider selling her another cat. The cat is well worth that to us & will gladly give it. What annoys us is the lack of sport those people have keeping it there all this time. I really do not think she will return it anyhow."

To those interested in the phenomena of self-deception and

self-exculpation, I commend that reference to "lack of sport." Here was a customer, victimized, as she believed, by the sale of an animal not as represented, affording the dealer every chance to make good, receiving in reply a request for more money, and accused of a "lack of sport" because she continued to keep the cat. She is still keeping it. No remarkable spirit of prophecy on Mr. Clarke's part inspired that opinion that the animal would not be returned. Mrs. Harwood took a sick, flea-beset kitten, and at some expense for veterinary services raised it to a condition of strength and vigor. At ten months, however, there were no signs of the long hair which Mr. Clarke promised at seven months. Otherwise the cat is now satisfactory. But, as Mr. Harwood pertinently writes:

"Worth \$5 to-day? Sure she is! No doubt Mr. Clarke would like to send out his poor, sick, flea-covered, diseased kittens to be nursed under a veterinary's care, raised, trained, boarded for seven or eight months for the interest on \$5.00, with the other fellow paying that, too. Most any breeder would."

Perfectly right. The Harwoods have their non-Angora cat, and the \$5 refunded by The Tribune, which they at first, with something more than fairness, declined to accept. They are justly entitled to both. Mr. Clarke has—perhaps—his lesson. He has been informed, on evidence of his change of heart and his offer to refund, that his advertising will not be excluded from The Tribune. He presumably appreciates now that selling as an Angora a cat which neither expert opinion nor increasing age identifies as an Angora, and declining to make any suitable adjustment, is not the sort of honesty that goes with a guarantee. It is not too much to assume that he will be more cautious in future; it is not too much to hope that he will be more honest. At the worst, he has learned that The Tribune guarantee means what it says.

Above is an instance of a complainant handling a case exactly right, against a dealer who took an unfair position and stuck to it until forced out. Here is an antithetical case; one wherein the complainant took the wrong course against a firm which was willing at all times to go further than mere fairness in order to give satisfaction. While engaged in snap-shooting a military parade with a Brownie camera, made by the Eastman Kodak Company, J. E., a Tribune reader, broke the spool of the camera and ruined six pictures. This, of course, is annoying, as the pictures could not be duplicated. But J. E. did not write to the Eastman Company; he did not give the concern a chance to explain or make good; he just took his pen in hand and wrote to The Ad-Visor denouncing the "unscrupulous economy" of the Kodak people in using "cheap quality wood" in the film spool, and asking that the concern be put "into the pillory" for its methods.

Pillorying a manufacturer is a simple enough process. But it is desirable to know, in the first place, whether it is fair. With a view to determining this not wholly unimportant point, The Tribune Bureau of Investigations wrote to the Eastman Kodak Company, stating J. E.'s complaint. The Kodak representative replied:

"I wonder if Mr. E. . . . has made any complaints to this company. If he has, and has not received proper attention, I would very much like to know about it. . . . I would very much appreciate it if you would find out for me whether or not he has made any complaint to the Company, and if he has, what disposition was made of it."

Had Mr. E. made any such complaint? The question was put to him in a letter from the Bureau. Well, no; he hadn't. "Just plain requests do no good in such cases. . . . Force must be brought to bear in one form or another." Such was J. E.'s opinion. It is not The Tribune's, and The Tribune has accumulated more data on the point than any individual could possibly possess. Pressure may be necessary in dealing with such a concern as the New York Kennels; but the great national industries build their business on the same foundation upon which The Tribune bases its guarantee: satisfaction to the purchaser. All that is necessary with them is to enter the complaint; without information they cannot act, not being long-distance mind readers.

Tactfully this suggestion was put to J. E. He adopted it. He wrote to the Eastman Company. Now, the Eastman Company might have replied that after ten or twelve years' usage (the career of his camera, as specified by J. E.) an inexpensive camera might be expected to run a little badly and perhaps to jam the reel. They didn't. They said that it might perhaps have been a case of soft wood in that particular reel, and sent J. E. two rolls of films with their compliments.

J. E. expresses himself as quite satisfied. He no longer wishes anybody brought into the pillory—an ambition which is quite a strain upon the mind harboring it; nor has he any further remarks to make about the "unscrupulous methods of the trust." All this he could have determined for himself by taking the matter up direct with the company. The Tribune Bureau is glad to have served him. It is glad that he has obtained the satisfaction to which he is entitled. But it must be an alloy in that satisfaction for him to realize that he has assumed, without investigation, an unfairness of method on the part of a great manufacturing concern which does not exist, and with no adequate support for his assumption brought unfounded charges against that concern.

Wherein lies a moral for all readers. If you think you have a grievance against an advertiser, don't hasten to spread it abroad, or write it to The Ad-Visor, or even tell it to your most intimate friend, until you've given the other side a chance. In a sense you sit as a judge upon the advertising which you read and the purchases which you make from that advertising; and you can pass sentence and punish by your criticism or denunciation. But what kind of judge is he who convicts without giving the defendant a hearing? Mrs. Harwood's method is the just and proper one. She applied first to the seller from whom she considered that she had not received fair treatment; and, failing to get satisfaction from him, she appealed to The Tribune. J. E.'s method is bad practice. He assumed guilt from the outset and called for the pillory. Now he finds that he must reverse himself, and is manly enough to do it.

Give the seller his day in court. There's a reasonable probability that he may be as honest and fair as you are. You owe him the opportunity of showing it.

GRIDIRON CLUB PEEPS AT HADES

Then Sees Prospective Candidates Start for National Convention.

IT ALL HAPPENS AT ANNUAL DINNER

T. R.'s Ear, Close to the Ground, Run Over by Ford Peace Auto.

Washington, Feb. 26.—To the tuncful melody of the operetta "Orpheus and Eurydice" the guests of the Gridiron Club, at the dinner this evening at the New Willard, descended into Hades and came back to earth again to witness, among other things, the start to the Chicago and St. Louis conventions of the prospective candidates for Presidential honors. The large ballroom was decorated in a most artistic manner. There was a profusion of American Beauty roses, orchids and spring flowers. A soft red glow during a part of the evening added to the realism of the event.

President Wilson, Vice-President Marshall, Ambassador de Gama, the Minister from Bolivia; the Chinese Minister, Cabinet officers, Senators, Representatives in Congress, leaders in finance and men prominent in all walks of life were there.

President Strayer welcomed the guests. The Gridiron Quartet sang "There's Music in the Air." The Gridiron flashed and the fun was on. Hardly had the diners finished the oysters when a member of the club arose and said: "Mr. President, the hour for the inauguration of a president having arrived, I desire that the ceremonies will begin with a parade befitting these days of Jeffersonian simplicity." The Marine Band struck up and the whole club marched into the room.

"Who is being inaugurated?" was asked.

"Louis W. Strayer, of 'The Pittsburgh Dispatch.'"

Not Indorsed by T. R.

"Has he received the indorsement of Colonel Roosevelt?"

"As far as I know, the Colonel has not indorsed anybody for anything except Charles E. Hughes, who won't take it, and Herbert S. Hadley, who can't get it."

"I wish to include in the Colonel's list the name of Theodore Roosevelt."

"Oh, this is the inauguration of a president of the Gridiron Club, not President of the United States."

"Nevertheless, the Colonel should have been consulted."

After the singing of "Resolutions Let Us Frame," a member entered and said: "I have been talking by wireless with the Colonel at Bermuda. I asked him if he indorsed the selection of a president of the Gridiron Club."

"What did the Colonel say?"

"He said an automobile had run over his ear and he couldn't hear."

"How could such a thing happen?"

"I gathered that at that time his ear was close to the ground."

"Did he say what kind of an automobile it was?"

"Yes, it was a Ford."

"Ah, that explains the Colonel's antipathy to the peace movement."

A member—"Subject to the approval of the Colonel, I give a reluctant consent to the inauguration of this gentleman. But I wish to place myself on record as saying that I will never consent to the inauguration of Elihu Root as President of the United States."

Mr. Koo Introduced.

The procession marched out to the tune of "There'll Be a Hot Time in the Old Town To-night," singing these lines:

"From the Chinese nation old comes a man across the sea, Though the merest youth in years, Still he knows diplomacy. Yes, we're sure you will agree That he knows diplomacy."

"Mr. Koo, oh, Mr. Koo. From the Orient We are glad to Welcome you To the Occident. We remember Mr. Wu. With his merry jest, And they say You're just as gay, Mr. Koo."

This was sung to introduce the new Chinese Minister, Mr. Koo, who in his talk kept the diners merry with his quips and jests.

The Gridiron Committee on Revision of the Glossary of the American Language and Preparation of an Up-to-Date Dictionary of Phrases and Fables submitted the following for approval: Admirable. Noun. Formerly a naval officer of the highest rank; contemporaneously a person whose power of speech has been paralyzed by executive order.

Congress. A national legislative body. "Gress" from the Latin "gradior" and "con" from the American "con," meaning "con."

Judicial temperament—Formerly a term used to describe the mental poise

of William Howard Taft, now descriptive of Louis D. Brandeis.

Neutrality—When a nation has a dozen enemies instead of one it is called neutrality.

Peace meeting—The American sporting substitute for a Mexican bullfight.

Jingo. Noun.—One who would rather fight than eat.

Pacifist.—One who would rather eat than fight.

Synonym for trouble.

Tariff for revenue only.—Synonym for deficit.

Preparedness.—Drinking two cocktails before delivering a speech in Congress on prohibition.

Democratic House leader.—One who does the Administration a good turn by opposing everything it wants.

Peace at any price.—What Garrison got by resigning.

Marshall Tells Stories.

Vice-President Marshall told stories and made allusions to events in true Gridiron style.

No Gridiron banquet would be complete without Major Stofor's "Watermelon Song," which he sang in excellent voice and in the chorus of which the members joined.

After Senator Harding's witty remarks the white lights were extinguished and the red thrown on, giving the room a rich, "warm" glow for the burlesque on Offenbach's operetta, "Orpheus and Eurydice."

In this skit the members and their guests had a lot of fun with contemporaneous politics and politicians. Several of the correspondents sang individual verses to guests, as, for example:

"Hell is nice and warm in winter. And it isn't hard to fill; Mr. Calderon, please enter George Barr Baker, James Victor Barry, J. McE. Bowman, Charles H. Boynton, E. G. Buckland, Henry L. Doherty, W. H. Egan, Samuel L. Elias, J. J. Fitzgerald, H. C. Folger, Henry Ford, Elbert H. Gary, General George W. Goethals, R. T. H. Halsey, John Hays Hammond, Jerome J. Hunsaker, E. F. Harden, James A. Hemenway, Marc Klaw, William E. Knight, Nicholas Longworth, L. E. Loefer, Luther W. Mott, Rudolph Pogon-Loree, James Phillips, Jr., E. G. Riggs, Allan A. Ryan, Thomas F. Ryan, Willard Straight, Harvey Thomas, Alfred Thor, H. P. Tinsley, F. D. Underwood, F. G. Walz and Herbert C. Wright."

This song introduced President Wilson, who responded with an address lasting fifteen minutes.

The guests, in addition to the President, officials and diplomats, included George Barr Baker, James Victor Barry, J. McE. Bowman, Charles H. Boynton, E. G. Buckland, Henry L. Doherty, W. H. Egan, Samuel L. Elias, J. J. Fitzgerald, H. C. Folger, Henry Ford, Elbert H. Gary, General George W. Goethals, R. T. H. Halsey, John Hays Hammond, Jerome J. Hunsaker, E. F. Harden, James A. Hemenway, Marc Klaw, William E. Knight, Nicholas Longworth, L. E. Loefer, Luther W. Mott, Rudolph Pogon-Loree, James Phillips, Jr., E. G. Riggs, Allan A. Ryan, Thomas F. Ryan, Willard Straight, Harvey Thomas, Alfred Thor, H. P. Tinsley, F. D. Underwood, F. G. Walz and Herbert C. Wright.

Police First Aid Saves Children.

Because Patrolmen Wagner and Maxwell, of the Fifth Street station, know how to apply first aid methods, Rosie and Michael Gavan, six and three years old, are alive to-day.

Mrs. Tessie Gavan yesterday looked the youngsters in her home, at 355 Fifth Street, while she went to the store. They turned on the gas of the kitchen stove and were unconscious when she returned.

Final Clearance of Hart Schaffner & Marx Suits and Overcoats

at \$15 at \$19.50 at \$25

Prices will never be lower—but the assortments grow less every day you put off.

Wallach Bros.

Broadway, below Chambers St. 27th St. to 29th St. Open 145-146 West 125th St. 5 Evenings

HOTEL BREVOORT, Fifth Avenue.

CAFE LAFAYETTE, University Place.

"THE TWO FRENCH HOTELS AND RESTAURANTS OF NEW YORK."

THE STRAND ROOF GARDEN 47TH STREET AND BROADWAY "IN THE HEART OF NEW YORK."

ONLY PLACE OF ITS KIND IN THE WORLD UNIQUE—ATTRACTIVE.

Managing Board of Directors. MISS ANNE MORGAN MISS ELISIE de WOLFE

MRS. W. K. VANDERBILT MISS ELISABETH MARBURY

THE STRAND ROOF GARDEN is an institution maintained on the lines of refinement and sociability, for young men and women. Patrons are always made to feel at home.

THE STRAND ROOF GARDEN employs the best of young men and women dancing instructors. Cost is extremely modest (three lessons for fifty cents).

If you desire Good Food—Afternoon Tea or Evening Suppers—if you wish to Dance or if you are Lonely, pay a visit to THE STRAND ROOF GARDEN—it's a great dispeller of loneliness and its music, floor and hospitality are the best in the city.

LUNCHEON (Dancing), 11:30 to 2. TEA (Dancing), 4 to 6:30

SUPPER—8 to Midnight. EUROPEAN ORCHESTRA

EDGAR S. de WOLFE, GENERAL MANAGER.

HEARN

Fourteenth Street West of Fifth Avenue Last Two Days—Final Inventory Clearances

SALES Are First Consideration NOW Winter Goods Must Be Cleared Out Entirely Staple Stocks Must Be Cleared of Surplus

WE NEVER CARRY FROM SEASON TO SEASON FOLLOWING FOR MONDAY AND TUESDAY

CLEARANCES IN OUR FAMOUS DRESS WASH FABRICS DEPT.

36 and 38 inch Silk Mixed Crepes—desirable colors—were .98..... .39

Floral Novelty Cottons—pretty colorings—were .19 to .24 yd..... .12 1/2

Floral Crepes—were .12 1/2..... .9 1/2

Mill lengths Woven Dress Crepes—plaids, stripes, checks—worth .12 yd..... .9 1/2

Apron Gingham—full line of blue checks..... .5 1/2

Kimono Flannelettes—good variety—value .11..... .8 1/2

New Assortments of Imported Batines—leading shades—ideal for sports' costumes..... .24

Silk Mixed Madras—wonderful assortments .39..... .59..... .65 and .74

32-inch Imported Madras—colored stripes on white or tan..... .44

Other Madras at .19..... .24..... .29..... .34

Yard wide Percales—excellent assortment of colors and patterns—light and dark..... .12 1/2

Clearances in TRIMMINGS

Rosebud Trimmings—Pink, light blue and dainty combination—Reg. .39..... .27

Reg. .49..... .37

Flouncings—Tinsel or colored embroidered—variety of patterns—27 to 31 in. wide—Reg. \$1.08..... .1.35

New Radiant Lace Allover—new patterns—white and ochre—double width..... .98

Margot Lace Flouncings—desirable widths—beautiful, soft, filmy..... .69 to 1.08

Also, on Main Floor, Cluny Lace Trimmed Scarfs—linen centres—20x35 in.—dressed—good value at..... .3.98

WORTH WHILE VALUES IN FINE DRESS GOODS

All Wool Velour Checks—54 in. wide—small and medium size designs—green and blue, brown and black, navy and black—value \$2.50..... .1.98

All Wool Novelty Velour Checks—54 in. wide—very latest materials for suitings—block design—Spring 1916 colorings, including gold, rose, mustard, sage green, coral, combined with black—also black and white—good \$2.50 value..... .2.29

All Wool Novelty Checks and Plaids—48 in.—navy and black grounds with white stripes or overplaids—worth \$1.49..... .1.29

All Wool Roman Stripes and Plaids—48 in.—blue and green grounds with various colored stripes, also blue and green plaids—Reg. \$1.19..... .98

All Wool Chevrons—50 and 54 in.—heavy wale serge weave—tan, rose, leaf and myrtle green, Belgian and artillery blue, brown, navy and black..... .1.19

Clearances of All-wool Cloakings—54 in.—mohair velvet, chinchilla; and fancy weaves—were \$2.98..... to clear 1.98

Clearances of Sport Cloakings—54 in.—polo, velour and chinchilla weaves—odd colorings, including popular golf greens, veronica, tango, lavender, also navy and black—were \$1.99..... .98

Remnants of Dress Goods—36 to 54 in.—at greatly reduced prices.

BLANKETS

Clearances and Special Prices

CLEARANCE OF PURE WOOL BLANKETS—twin and three-quarter sizes—white, scarlet and new plaids—two-inch ribbon binding—Also California Wool Mixed Blankets—white—pink or blue borders—full and extra sizes—Reg. \$5.98 and \$6.98..... .4.95

COTTON FLEECE BLANKETS—White and colors—contrasting borders—single and three-quarter sizes—also 80x90 sheet blankets—Reg. \$9 to \$10.00—to clear..... .75

CRIB BLANKETS—Jacquard designs—48x60—twin—two color combinations—each..... .49

Clearances of HOSIERY

Women's Black Wool Hosiery—gray heel and toe—Reg. .24..... .19

Women's Fleece Lined Hosiery—8 1/2, 9, 9 1/2—Reg. .24 and .35..... .19

Women's Cashmere Hosiery—8 1/2, 9, 9 1/2—Reg. .49 and .69..... .39

Inventory Clearances in RUGS

All the following, while new and strictly up-to-date in coloring and design, were purchased on old cost basis. Whether you want a rug for a large or small room, or for any place in the house, you will find the right one here at a specially low price.

Seamless Colonial and Wilton Rugs—exquisite patterns and colors—12x12 ft.—elsewhere \$25.00..... .21.98

Fine Worned Wilton Rugs—12x12 ft.—two best makes—medallion or small all-over designs—values to \$40..... .29.50

Seamless Persian Velvet Rugs, also Smith's Axminster—11.5x12 ft.—elsewhere \$23.98..... Clearance 22.98

All-wool Brussels Rugs—4x9 ft.—best colors..... Clearance 7.49

7.6x9 ft..... Clearance 8.99

Clearances

Plated Ware and Cutlery

Rogers' Silver Plated Tablespoons and Forks—bright and gray finish—newest designs—1/2 doz..... .95

Teapots to match above—Reg. 1/2 doz. \$9..... .45

Rogers' Sugar Shells and Butter Knives—latest patterns—bright and gray finish—Reg. .29..... .19

Steel Knives and Forks—well known make—fancy handles—set of 6 each—Reg. \$1.49..... .95

Imported Steel Pocket Knives—2 1/2 and 4 blades—pearl and silver handles—Reg. .49..... .29

Imported Steel Razors—extra hollow ground—reliable make—Reg. .79..... .49

TOWELS

We Inventory Feb. 25, therefore Fine Quality Union Linen Huck Towels—hemmed—20x35 in.—red, white or blue striped borders—Reg. .35..... .17

Pure Linen Towels—18x34 in.—fine hemstitching—colored broche designs on hem—Reg. .34..... .29

Linen Huck Towels—20x35 in.—firmly woven—scallop ed—white damask borders—Reg. .45..... .39

Turkish Bath Towels—22 1/2x40 1/2—extra heavy double thread—hemmed white Terry borders—Reg. .34..... .25

Turkish Bath Towels—27 1/2x42 1/2—fine quality—wide hem—colored stripe borders—Reg. .65..... .57

Show Towels—21x34 1/2—